

Accelerate business transformation with mobile-native communications

Mobile Business Fabric

A dynamic and fluid business communications framework designed to meet the evolving digital needs of business as mobility becomes a primary driver and customers demand change. Integrates a portfolio of mobile-native business communications solutions enabling service providers and channel partners to deliver disruptive omnichannel mobile user experiences with messaging, voice and video collaboration, and customer engagement offerings.

The need for mobile-native communications

Today's business communications landscape shows a wide range of cloud-based solutions—IP phone line, cloud PBX, web collaboration, call/contact center, and messaging—from many competitors. Most offerings have something in common: they originated in the wireline world, with a PBX at its core that has now been virtualized in the cloud.

This wireline-centric model has been sufficient for desk-based workers, but today's reality is very different:

- 80% of enterprises say employees need a mobile phone to do their job effectively, 75% say mobile devices are essential to workflows;
- 80% of the global workforce is composed of “deskless” workers and the top 8 deskless industries—agriculture, education, healthcare, retail, hospitality, manufacturing, transportation and construction—employ 2.7 billion employeesⁱⁱ;
- And at least 80% of businesses in the US and the European Union have fewer than 10 employeesⁱⁱⁱ.

Today's users, predominantly mobile, see the usability and capabilities of their communication tools are restrained by the inherited limitations of the wireline paradigm. This creates a gap, an opportunity for service providers to disrupt the market with mobile-native communications solutions that are designed for the mobile user, with the mobile phone as the cornerstone. To leverage this opportunity, service providers need a vendor with a cohesive

KEY BENEFITS

Enterprise

- Designed for the mobile user with the mobile experience at the center, not a wireline service emulated on a mobile device
- Full portfolio of integrated solutions including unified communications and collaboration (UCC), omni-channel contact center, and multimedia business messaging from a single service provider
- Enhances business availability, employee satisfaction and productivity as well as customer satisfaction
- Greatly reduces IT costs with a smartphone-centric, BYOD friendly set of solutions. Optionally add desk phones for specific users.
- Quality of Service (QoS) and business continuity provided by the mobile network
- Cloud service with fast on-boarding and reliability

Service Provider

- Designed for the deskless, first-line workers, with the ability to scale for large enterprises
- Differentiated offering with multiple services integrated with each other
- Differentiates from conventional UCaaS and CCaaS offering with unmatched QoS using LTE's guaranteed bit rate
- Universal messaging reach with RCS
- RCS Business Messaging, including chatbots, for superior customer and service interactions
- Integrated digital enablement capabilities, for provisioning, onboarding and invoicing business, avoids complex and costly integrations with existing legacy business support systems (BSS) for faster time-to-market/revenue
- Value-based services that enhance acquisition, retention and revenue/ARPU growth strategies

portfolio of mobile-native solutions that can be efficiently deployed in the market and allows them to reuse and monetize their massive investments in network infrastructure.

Filling the gap with Mavenir’s Mobile Business Fabric

Mobile Business Fabric integrates a portfolio of business communications solutions for businesses of all sizes—but with a specific focus on the SMB segment—that enables deskless, first-line workers with mobile-first communications; not an emulation of wireline services running over-the-top, on an application on the mobile phone. It leverages decades of experience and leadership in mobile networks and includes multiple mobile-native enablers, such as mobile voice and video, RCS and SMS messaging, voicemail, intelligent voice recognition (IVR), chatbots, SpamShield™ fraud management and monetization capabilities. These enablers are combined to form the portfolio of solutions listed below.



Mobile Business Messaging

RCS Business Messaging as a service that enables MNOs to address the brands’ need to communicate with customers on the mobile messaging channel—including marketing campaigns (A2P) and chatbots (P2A). It helps MNOs move back to the top of the value chain with high margin, high demand messaging solutions for enterprises, and leverages Mavenir’s Partner Ecosystem to accelerate time to revenue.

Mobile Business Contact

White label, omnichannel contact center as a service (CCaaS) designed for fast onboarding and immediate availability that allows businesses of all sizes (from very small to large enterprises) to minimize the number of missed business opportunities by enabling seamless customer interactions regardless of channel (phone, email, chat, text-message, and social networks). The solution enables fast deployment with pre-built business templates as well as API integrations with popular enterprise tools and AI platforms.

Mobile Business Communications and Collaboration

Unified communications and collaboration as a service (UCaaS) solution built on mobile call control elements that leverages mobile network quality of service enforcement as well as RCS messaging to allow businesses to communicate with younger demographics using their channel of choice (multimedia messaging) for both internal

and external users, breaking the traditional restrictions of proprietary instant messaging implementations.

Mobile Business Communications and Collaboration is designed with the mobile device at the center of the solution and enables audio and video conferencing, collaboration and screen sharing between mobile users (iOS and Android) as well as desktop users (Windows and macOS), and it also supports optional IP desk phones from leading manufacturers for specific users.

Summary

Mavenir is enabling mobile network operators and channel partners to change the game for business communications with a unique and continuously expanding portfolio of mobile-native communications solutions that are designed for the mobile-centric reality of today's business.

The Mobile Business Fabric portfolio distills decades of experience and leadership in mobile network technology and services to provide first-line and deskless mobile workers with easy and dependable access to group communications and collaboration tools, universal messaging, outstanding quality of service, security, and reliability; all from their device of choice.

Mobile Business Fabric delivers a cohesive portfolio, a free-flowing mesh of communications solutions that provide the full value chain by including digital enablement capabilities on behalf of the service provider for provisioning, onboarding and invoicing to the enterprises. This bundled functionality avoids long, complex and costly integrations with the service provider's existing or legacy BSS systems, accelerating time to market and, more importantly, time to revenue.

Offered in a variety of affordable deployment and business models, both cloud-hosted as a service and in-network, Mobile Business Fabric solutions simplify onboarding, remove management complexity and deliver positive business outcomes.



About Mavenir

Mavenir is the industry's only end-to-end, cloud-native Network Software Provider, redefining network economics for Communications Service Providers (CSPs). Our innovative solutions pave the way to 5G with 100% software-based, end-to-end, cloud-native network solutions. Leveraging industry-leading firsts in [VoLTE](#), [VoWiFi](#), [Advanced Messaging \(RCS\)](#), [Multi-ID](#), [vEPC](#) and [vRAN](#), Mavenir accelerates network transformation for more than 250+ CSP customers in over 130 countries, serving over 50% of the world's subscribers.

We embrace disruptive, innovative technology architectures and business models that drive service agility, flexibility, and velocity. With solutions that propel NFV evolution to achieve web-scale economics, Mavenir offers solutions to CSPs for [revenue generation](#), [cost reduction](#), and [revenue protection](#).

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i Oxford Economics: [Maximizing Mobile Value: is BYOD holding you back?](#), 2018

ii Emergence: [Rise of the Deskless Workforce](#), 2018

iii US Census and Eurostat